

# THE BRONTE ENTERPRISE

Vol. 32

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No. 47

## BRONTE-ROBERT LEE TURKEY DAY SCHEDULED FOR TOMORROW

The annual Thanksgiving Day grid classic between the Bronte Longhorns and the Robert Lee Steers will provide holiday entertainment for a large number of Coke countians tomorrow. Even though both teams are eliminated from the District 6-B championship race, the game each year decides the champions of Coke County.

A large crowd is expected to be on hand to watch the rivals tangle in the most important game of the season for both teams. Football fans can be assured of seeing plenty of thrills that are customary when these two teams clash each Thanksgiving. The game will be played on Robert Lee's Griffith Field, with kickoff time set at 2:30 p.m.

Statistics give the Robert Lee Steers a distinct edge. They have won six games and lost three, scoring 162 points to their opponents' 57. Bronte has two wins and seven losses on their season record with only 89 points to their opponents' 236.

Comparative season records are as follows:

## Band to Do Drill At Thanksgiving Football Game

The Bronte High School band, under the direction of Vershal Smith, do a Thanksgiving drill at halftime of the Bronte-Robert Lee football game to be played tomorrow afternoon in Robert Lee.

A Thanksgiving theme will be carried out in the entire drill and three different march routines will be used. At the climax of the performance the band will be directed by Uncle Sam in the playing of "America."

Those who have seen previous drills by the Bronte band will be looking forward to seeing this, last performance of the 1950 football season.

## CHARLES WATCH REPAIR NOW AT CENTRAL DRUG

H. L. Manley, owner of Charles Watch Repair, announced this week that he has moved his shop from the Bronte Pharmacy to the Central Drug.

Manley said he would have more room in his new place of business and hoped to be better able to serve his customers.

He said that both he and J. M. Rippetoe of the Bronte Pharmacy, needed more space and the deal was made to move his shop to J. A. Percifull's Central Drug.

READ THE WANT ADS

## LONGHORNS SCARE COAHOMA; DROP 14-12 THRILLER FRIDAY

By BOBBY FRANKLIN

Coach Jack Price's highly improved Bronte Longhorns lost to a big Coahoma aggregation 14-12 last Friday night at Coahoma.

The pass crazy Longhorns threw 32 aerials, completing 12 and having two intercepted for a net gain of 165 yards by the air route. The Bronte running game bogged down before a stout Bulldog line. Gerald Sandusky was able to muster 29 yards in 12 carries, while teammate Marlin McCutchen got 18 in three carries. The Bulldogs made 292 yards to 212 for the locals and led in first downs 14 to 8.

Coahoma receiving the opening kick-off and was on the go when Jack Wolf, after taking a pass, was parried loose from the ball by Billy Jack Gentry. McCutchen scooped it up and returned eight yards to the Longhorn 30. Sandusky crashed off tackle to the 37, then on the next play outran the Bulldog defenders and took a beautiful toss from McCutchen to the clear and went all the way, 63 yards, for the score.

Not to be outdone, the Coahomans took the kickoff and marched 72 yards for a touchdown. R. J. Echols skirted left end for 19 yards on the climber. Rodney Cramer booted the point and Coahoma led 7 to 6.

The Longhorns were forced to punt shortly after receiving the kick-off and Coahoma began to move again; however, their advance came to a halt when J. Lee Ensor intercepted a pass. The Coke County clan was stopped again and forced to punt, but big Jack Wolf crashed over the middle of the line to block it and give Coahoma another scoring opportunity.

## Bronte:

Bronte 6, Wylie 24  
Bronte 0, Robert Lee 33  
Bronte 19, Rochelle 14  
Bronte 6, Hobbs 45  
Bronte 13, Stanton 37  
Bronte 6, Ozona 47  
Bronte 20, Loraine 13  
Bronte 7, Hermleigh 19  
Bronte 12, Coahoma 14

## Robert Lee:

Robert Lee 13, Sonora 6  
Robert Lee 33, Bronte 0  
Robert Lee 25, Miles 0  
Robert Lee 28, S. A. Kittens 13  
Robert Lee 26, Hobbs 0  
Robert Lee 19, Loraine 0  
Robert Lee 6, Hermleigh 12  
Robert Lee 6, Coahoma 13  
Robert Lee 6, Stanton 13

For this all important battle Coach Jack Price will probably field the following eleven: William Franklin, center; Robert Brown, left guard; Billy Paul Thomason, left tackle; J. Lee Ensor, left end; John Rusk, right guard; Bobby Lasswell, right tackle; J. W. Caudle, right end; Marlin McCutchen and Billy Jack Gentry, halfbacks; Gerald Sandusky, fullback; and Lyndon Waldrop, quarterback.

On Bronte's reserve list will be Evans, Best, Williams, Latham, Alexander, Clark, Scott and Fletcher.

The starting lineup for Coach Charles Dennis' Robert Lee Steers will probably be: Norman Roberts, left end; Addison Davis, left tackle; Weldon Lofton, left guard; Jerome Sheppard, right guard; Tommy Kirkpatrick, right tackle; Alfred Austin, right end; Ronnie Baker, left halfback; Wilton Robertson, right halfback; Bill Havins, quarterback; and Donald Hamilton, fullback. Milburn Wink will probably see action as a reserve lineman.

## Bridge Ready Soon On Sterling Road

A spokesman for the Texas Highway department announced this week that a bridge crossing the Colorado River five miles west of Robert Lee on Highway 387 will be ready for use within three or four weeks. The bridge is replacing one which was closed to traffic because of its hazardous condition.

The completion of the replacement bridge will allow resumption of traffic to Sterling City via Robert Lee.

Mr. Johnson, who resides at the West Apartments here, was taken to the Coke County Memorial hospital at Robert Lee for medical treatment on Monday.

## Bronte People Ready for Thanksgiving



(An Editorial)

Once again Thanksgiving is here and we can all look back over the past year and see many things for which we should be thankful. It seems to us that all our blessings can be included in two big headings.

First of all, we are deeply indebted to God who has provided so many good things for us. Second, we should feel a debt of gratitude to our fellowmen, whose labor has also brought many good things for our enjoyment. It goes without saying that all the good things wrought by our fellowmen is attributable to God, but we should, during this Thanksgiving season, also realize that we owe much to each other.

With world conditions as they are, it is particularly fitting that we should be thankful to each other instead of thinking of new ways to murder each other.

Not a person who reads this article could, for example, enjoy his Thanksgiving dinner, except for the labor which someone else has supplied. The family in Texas eats cranberries from Michigan or Minnesota. The china from which we eat our Thanksgiving, also realize that we are owe much to each other. has transformed us into one world, dependent on one another.

Let us give thanks for the bounty given us by our Creator and for the fruits of the labor of our fellowman.

## RELEASED FROM HOSPITAL

Mrs. Charlie Lee of Maverick was released from the hospital in Ballinger Monday of last week after receiving medical treatment. Donald Rogers, also of Maverick, was released Tuesday, following medical treatment.

## BLACKWELL WINS TRI-COUNTY GRID TITLE; DEFEATS HIGHLAND

Quarterback Bob Ragsdale connected with end Bob Henderson on a 45 yard pass play in the third quarter Wednesday afternoon to give the

Blackwell Hornets a 7 to 0 victory over the Highland Hornets for the tri-county district football championship. Ragsdale kicked the extra point.

The two teams had tied, 6-6, earlier in the season at Highland and the Wednesday contest was played to decide the district championship. Both teams had beaten Ira twice and split with Divide. Blackwell made three penetrations of the Highland 20 yard line Wednesday but the Hornets of Highland held each time.

The Blackwell team led in first downs, 8 to 4. The best attendance of the year was present for the game last week when all the Blackwell business houses closed during game time. Coach M. B. Maxwell of Blackwell high had praise for his entire squad for their fine performance, with special recognition of the brilliant defensive play of Edmond Lanier.

Line-up for Blackwell was: Ends Bob Henderson and Cleburne Roland; tackles Tom V. Copeland and C. K. Gaston; guards Cecil Thorn and Bob Gaston; center Troy Johnson; quarterback Bob Ragsdale; right halfback Harley Waggoner; left halfback James Ware and fullback Edmond Lanier.

Line-up for Highland included ends George Thomas and Wayland Petty; tackles Ray Pearce and Manuel Reyes; guards Roman Pontoja and Ray Saunders; center Thomas Bain; quarterback Hollis Lloyd, Jr.; right halfback Dwayne Blair; left halfback Billy Dean Campbell and fullback James Quinney.



BALLOONS OVER BERLIN—Youthful visitors to the Berlin Industrial Exhibition get set to release their gas-filled balloons, which will carry greetings from them to people all over Europe as a part of a "Marshall Plan Balloon Contest." A postcard attached to the balloons instructs the finder to mail the card back to the German capital. The balloons found to have traveled the farthest will win valuable prizes for both finder and sender.

For the most part, citizens of Bronte are planning on spending a quiet Thanksgiving this year. Practically all the business firms of the town will be closed.

The annual Robert Lee-Bronte football classic will be attended by a large delegation from here. The

## Changing Hi-Way And Railroad for Lake Discussed

Sweetwater city officials held a conference with representatives of the Santa Fe railroad and the State Highway commission last Thursday afternoon in San Angelo with reference to relocation of the railroad line and the highway crossing at Oak Creek lake, northeast of here.

Both representatives of the railroad and highway department took back to their respective organizations for study and designing purposes, information and agreements that came out of the meeting. Final decisions in the matter will be made at a later date.

Sweetwater City Manager Henry Nabors reported that both organizations were most cooperative concerning the problem.

Representing Sweetwater were Mayor Lester Reeves, Commissioner J. C. Pace, Jr., and Nabors. The Santa Fe was represented by Mr. Mercer, engineer for the company. The highway department was represented by District Engineer Tom Kelley, J. C. Dingwall, location and designing department; R. B. Alexander, chief bridge engineer, and Herbert Eldridge.

## MRS. JEFF DEAN GUEST SPEAKER FOR STUDY CLUB

"Peony," a novel written by Pearl S. Buck, was reviewed before the Junior Study club Friday night by Mrs. Jeff Dean of Robert Lee. The club met in the home of Mrs. Noel Percifull. The story concerned the life of a Chinese bond-maid in the home of wealthy Jewish merchants in China.

Following the review, the club presented Mrs. Dean with a gift of appreciation and a refreshment plate of sandwiches, cake squares, hot chocolate and candy mints was served. Mrs. Dean and the following club members: Mmes. Louis Bridges, Matthew Caperton, R. T. Caperton, Clark, Dale, J. B., Earl F. and Vernon Glenn, Norman Kiker, Binks McCutchen, Ben Oglesby, Joe Rawlings, Roy Robinson, R. H. Sims, Jim Williams, Luther Reeger and the hostess.

## MYF Has Weiner Roast In City Park Thursday

Members of the Bronte Methodist Youth Fellowship gathered in the city park Thursday night at 6 p.m. for a weiner roast. H. M. Daniels, MYF sponsor, was in charge of the affair. The group went skating at the Robert Lee roller rink, following the weiner roast.

## MISS JO NELL PHILLIPS BECOMES BRIDE OF BILLY GENE SCOTT

wedding ceremony read last Saturday, November 18, at 3 o'clock. The double ring ceremony was read in the bride of Billy Gene Scott in a Miss Jo Nell Phillips, daughter of Mrs. Edna Phillips of Bronte, became

## ROBERTS CHILD BURIED IN ANGELO

Funeral services for Brenda Sue Roberts, three-year-old daughter of Mr. and Mrs. Travis Roberts of San Angelo, were held there Monday morning from the Cox Funeral home. Burial was in Lawnhaven cemetery, east of San Angelo.

The child died Saturday morning in a San Angelo hospital following a tonsillectomy. She is survived by her parents, her paternal grandparents, Mr. and Mrs. Ed S. Roberts of Robert Lee; the maternal grandparents, Mr. and Mrs. Elgin Dennis of Mercury; and a great-grandmother, Mrs. M. H. Havins of Robert Lee.

Roberts has many friends in Bronte as he served this territory for a long period of time as representative of the Model laundry.

game, according to the Enterprise sports staff, is going to be a good one. The teams are much more evenly matched than they were at the start of the season. Grid fans are promised a thrilling sixty minutes of football. This game between the two Coke County towns has been played on Thanksgiving day for many years and is the "game of the year" for both teams.

Family gatherings will be abundant Thursday in Bronte, also. As early as Monday, housewives were shopping for good things to put on their Thanksgiving tables. Grocery merchants are running their weekly specials for Wednesday, Friday and Saturday instead of the customary two weekend days. They are featuring many items that are traditional Thanksgiving foods.

Probably more people from here would be out of town for the day, but the traditional Thanksgiving game between Texas A&M and Texas U. is going to be played on the "later" Thanksgiving, November 30.

## Hospital News

November 9: Mrs. Keith Loftin and Larry Keith dismissed. Mrs. J. W. Latham and Carol Wilks admitted. Kay Powell dismissed.

Nov. 11: Carol Wilks dismissed. Nov. 12: Mrs. J. W. Latham, Mrs. H. M. Garrett and son dismissed. Dick Miers admitted.

Nov. 13: R. L. Wrinkle and Mrs. Ava Maxwell admitted.

Nov. 14: Mrs. Charlie Phillips admitted. R. L. Wrinkle dismissed.

Nov. 15: Genie Thomas admitted.

Nov. 16: Jimmy Forman, Mrs. L. M. Service and Valentina Fuentz admitted.

Nov. 17: Mrs. J. W. Simpson admitted. Genie Thomas dismissed.

Nov. 18: Mrs. Ava Maxwell dismissed. Herbert E. Rhodes admitted.

Nov. 19: Mrs. Charlie Phillips dismissed.

Nov. 20: Mrs. Preston Davis admitted.

## FAMILY REUNION IN WARNER HOME

Visiting in the J. W. Warner home this weekend was a double cousin of Mr. Warner, Will Darden, and his wife and son of Haskell. It had been 39 years since the two men had seen each other, so much of the weekend was spent reminiscing.

For Sunday dinner, 26 relatives were present. They were Mr. and Mrs. Darden and son, Mr. and Mrs. Warner, Mrs. Mattie Gibson and Zedie, Mrs. Ruth Spencer, Mrs. Mae M. Queen, Mr. and Mrs. Monroe Alexander, J. L., Eddie and Billy, Mr. and Mrs. Noah Pruitt and Noah, Jr., Mr. and Mrs. Pat Beaver, Warren and Dean and Mr. and Mrs. Muri Andrews, James Vernon, Don and Tricia, all of Bronte.

Calling in the afternoon were Mrs. Ida Warner, Mr. and Mrs. Truman Parker, Ida Lee and Jerry, all of Bronte, and Mr. and Mrs. Joe Walters and Tommy Joe of San Angelo. Mrs. Mattie Gibson and Mrs. Ruth Spencer are sisters of Mr. Warner and cousins of Mr. Darden.

## WINS PROMOTION AT TECH

George Faulk of Lubbock has been promoted to the rate of sergeant in the ROTC at Texas Tech.

Faulk, who is a geology student, is the husband of the former Doris Adair of Bronte.

MCMURRY CHOIR

A women's choir from McMurry college in Abilene entertained the school Monday afternoon. The choir of fourteen women was directed by Mrs. Wylie of McMurry.

Among the several songs sung by the choir were: "Beautiful Savior," "Rock of Ages," "Softly and Tenderly," "The Lilac Tree," "Stars of a Summer Night," "To Spring," and "The Night Has a Thousand Eyes."



A Greeting at Thanksgiving-

To our friends, here's a Thanksgiving greeting. May your holiday season be bountiful and joyous, and the very best of everything your constant companion in whatever you undertake. With the arrival of the new winter season, we wish to thank you for your past patronage and friendship and hope that you will continue to let us be of service to you.

First National Bank

In Bronte

WHY GIVE THANKS?

By REV. J. E. FULLER

Just about all races and clans of peoples everywhere recognize a Creator, a Supreme Being. There is a very striking similarity in the differing ideas or theories of creation.

We live in a world where there is every evidence of a Guiding Hand, a great First Cause who brought into existence a world and a universe such as we know.

If this be true, then we must be dependent upon the one who placed us here. It is to Him we look for all the necessities and comforts of life which we enjoy.

We have a promise of our "daily bread" and no more. After all, what more do we really need? If we are diligent, if we do our part, God will surely do what He has promised.

Our children do not question our ability to feed and clothe them and give them shelter. Their faith in us ought to strengthen our faith in our Heavenly Father, and create within us a spirit of thankfulness for the things in life that sustain us and make us happy.

Faith and trust in God brought into being that which we call "our way of life." "Life, liberty and the pursuit of happiness," are our, and will remain so, only so long as a spirit of thanksgiving and appreciation remain alive.

Wedding Shower Honors Mrs. Clarence Doggett

Mrs. Clarence Doggett was honored with a wedding shower last Friday, Nov. 17, in the home of Mrs. L. M. Jones. Other hostesses were Miss Myrtle Lasswell, Mrs. Edna Phillips and Miss Jo Nell Phillips.

About 25 guests called between the hours of 2 and 5 in the afternoon. A salad dish with ritz crackers, cookies, candy mints and coffee was served to those who called.

The honoree was Miss Rena Faye Walker before her recent marriage to Clarence Doggett of Blackwell. She is the daughter of Mrs. Mary Walker of Bronte.

PISH ARE INITIATED

Monday was Freshman initiation day at school for girls who have just begun their first year in the F.H.A. Club. There were ten unfortunate girls who took their share of humiliation.

Church News

Baptist Church

V. D. Price, Pastor

Sunday School ..... 10 a.m.
Worship Service ..... 11 a.m.
B. T. U. .... 7:00 p.m.
Evening Worship ..... 8:00 p.m.

Kickapoo Baptist Church

W. A. Reeves, Pastor

Sunday School ..... 10 a.m.
Morning Worship ..... 11 a.m.
B. T. S. .... 6:30 p.m.
Evening Worship ..... 7:30 p.m.
Prayer Service, Wed. .... 7:30 p.m.
W. M. A. 1st. & 3rd Tues. ... 2 p.m.

You are cordially invited to come to our church, a friendly welcome awaits you. Our motto: "The living word, for a dying world."

Fort Chadbourne Baptist Church

Bill Moore, Pastor

Evening services, 2nd & 4th ... 8 p.m.
Bible Class, 2nd & 4th .... 7:30 p.m.
Sunday School ..... 10 a.m.
Church, 2nd & 4th Sun. .... 11 a.m.

Church of Christ

Bible Study ..... 10 a.m.
Worship & Communion ... 10:50 a.m.
Young People ..... 6 p.m.
Evening Services ..... 7 p.m.
Wednesday Bible Class ... 7:30 p.m.
Mon. Ladies' Bible Class ... 3 p.m.

This is your personal invitation from the Church of Christ to come and visit with us in our services.

Methodist Church

J. E. Fuller, Pastor

Church School ..... 10 a.m.
Morning Worship ..... 11 a.m.
MYF ..... 6:15 p.m.
Evening Worship ..... 7 p.m.
Hayrick, 2nd and 4th Sun. ... 3 p.m.

Bethel Chapel

300 CADDO STREET
Rev. Carl Wilson, Pastor

Week Night Services .....
Tues., Thurs., Sat., 7:30 p.m.
Sunday School ..... 9:45 a.m.
Morning Worship ..... 11:00 a.m.
Prayer Meeting ..... 2:30 p.m.
Young People's Service ... 6:30 p.m.
Evangelistic Service ..... 7:30 p.m.

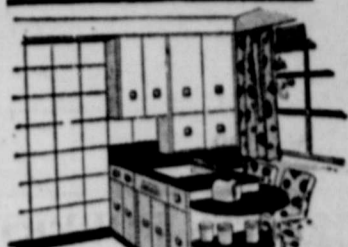
Bobby's Corner

Bronte 19, Robert Lee 13
Abilen# 27, San Angelo 14
Meadow 26, Stanton 20
Rochester 14, Clyde 13
Cross Plains 25, Eden 19
Eldorado 39, Marfa 6
Coleman 14, Cisco 7
Colorado City 20, Kermit 13
Arkansas 33, Tulsa 20
Baylor 21, SMU 20
Rice 21, TCU 7

Mr. and Mrs. Will Walton are expecting all their children home for Thanksgiving.

Your Home

By Frances Alsworth



A friend of mine just bought an old farm-house just outside of town, and I've been having a simply wonderful time helping her to remodel and redecorate. We've just about finished, and I wish you could see personally the actual "miracles" we've wrought with paint and structural glass.

We are especially pleased with the transformation of the old country kitchen. When my friend purchased the house, the kitchen was badly in need of plaster, and totally lacking in the equipment that we've become accustomed to. (Small wonder—the home was over 100 years old, and had been unoccupied for several years!) Today, that same kitchen is sparkling with color... completely modern, and practical. We used Carrara structural glass for all the walls and it's simply beautiful! Reflects every bit of light—and, because it cleans with a whisk of a cloth, my friend finds it especially convenient with her family of boys!

We are so pleased with the kitchen that right now we're in the midst of having the same glass put on the bathroom walls. The room was formerly an old closet and is small, so the glass is really a help in seeming to enlarge the room. It's made just like fine plate glass, you know, and is polished so that it really reflects, giving any room a feeling of spaciousness. The colors are simply gorgeous—we chose a tranquil green for the kitchen, and a beautiful blue for the bathroom. Peter, my friend's husband, likes the effect so well that he's putting a soft beige glass over the mantel—it's really stunning. He says it's very easy to apply, too—goes right over the original surface.

My husband and I are going out to the farm tonight. I want him to see Peter's work—for I've just loads of plans for our house!



Mr. Dan Goldsmith, 3024 Curron Road, Louisville, Ky., owner of Coogla Cut Rate Store at 935 West Broadway, says there just aren't enough words in the English language to praise HADACOL correctly. He says he knows most folks don't realize what a change HADACOL can make in their life if their systems are deficient in Vitamins B, B<sub>12</sub>, Iron and Niacin.

Here is Mr. Goldsmith's statement: "Before I started taking HADACOL I was run down and nervous—and had a hard time sleeping nights. With my work in the store I have to spend sometimes 14 hours a day on my feet. Since I am in the retail business I saw how many folks were asking for HADACOL so I decided to try it myself. After the first couple of bottles I could tell a definite improvement. Now I have all the pep and energy in the world, my nerves are steady as ever and I really do get a good night's rest. HADACOL is wonderful—I not only take it, but recommend it to all my customers. I praise the day Senator Dudley J. LeBlanc put HADACOL on the market."

HADACOL Is So Different Thousands are benefiting from HADACOL... whose systems lack Vitamins B, B<sub>12</sub>, Iron and Niacin. HADACOL is so wonderful because HADACOL helps build up the hemoglobin content of your blood (when Iron is needed) to carry these great Vitamins and Minerals to every body organ—to every part of the body.

Give remarkable HADACOL a chance and if you don't feel better with the first few bottles you take—you get your money back. Only \$1.25 for Trial Size; Large Family or Hospital Size, \$3.50. If your druggist does not have HADACOL, order it direct from The LeBlanc Corporation, Lafayette, Louisiana. © 1950, The LeBlanc Corporation.

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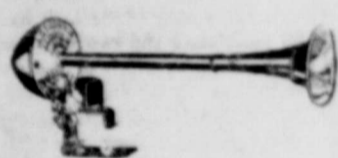
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Thanks, Folks FOR THE WONDERFUL RECEPTION YOU GAVE OUR NEW STORE LAST WEEK



New Self-Service Meat Section

NOW you can say "goodbye" to waiting in line at a meat counter... because you serve yourself at Safeway. Every piece of temptingly-delicious Safeway meat is cut and packaged at the store... every piece is plainly marked with weight, cost per pound, and total price... every piece is trimmed before weighing, so you don't pay for excess fat, bone, and waste, which you can't eat. All beef and calf sold at Safeway is of top grades and... U. S. Government graded—your assurance of uniform quality at all times. Yes, and you'll find only top grades of lamb and pork, too. And, remember, every piece is guaranteed to please you—or your money back without return of the meat. Um-m-m... you'll like the savory goodness of Safeway meats.

New Refrigerated Produce Cases

Safeway's mouth-watering produce is kept dewy-fresh in these sparkling, mechanically refrigerated cases. You'll find only the most succulent vegetables and fruits at Safeway—rushed from the producing areas to you. Your sparkling-new Safeway also has air conditioning... free parking for over 50 automobiles, plus many other new features and... a wide selection of fine groceries at Safeway's LOW, LOW prices.



SAFeway

## THANKSGIVING IN THE BIBLE

By REV. W. A. REEVES

An act of rendering thanks; especially to God. A prayer expressing gratitude. A public acknowledgement or celebration of Divine goodness and

mercies, a day set apart especially for this purpose. May we examine God's word for examples of Thanksgiving? In Luke, chapter 17 and verse 17, we have the words of the Master, "And Jesus answering said, 'Were not ten cleansed? but where are the nine. There are not found that returned to give glory to God, save this stranger.'"

This is one of the saddest utterances that ever fell from the lips of Jesus. Jesus loved men, and like everyone who truly loves, He desired love in return. When those he helped returned, as did the poor Samaritan with Thanksgiving, it filled His heart with joy; and those He helped failed to return thanks, it filled his heart with sorrow.

The day should be, pre-eminently, what it professes to be, a day of thanksgiving unto God.

The duty, we are commanded to give thanks, Psalms 100-4. Enter into His gates with thanksgiving, and

into His courts with praise: Be thankful unto His and bless His name. The rendering of thanks unto God is more acceptable to Him than costly sacrifices. Psalms 69:30-31: I will praise the name of the Lord with a song, and will magnify Him with Thanksgiving. This also shall please Him better than an ox or bullock that hath horns and hooves.

The early Christians gave themselves continually to praise and Thanksgiving. Acts 2:46-47: And they, continuing daily with one accord in the Temple, and breaking bread from house to house, did eat their meat with gladness and singleness of heart,

Praising God, and having favour with all the people. Thanksgiving is a necessary accompaniment for prevailing prayer. Philippians 4:6: Be careful for nothing; but in everything by prayer and supplication with Thanksgiving let your request be made known unto God.

How to render acceptable Thanksgiving: In Ephesians 5:20: we read, Giving thanks always for all things unto God and the Father in the name of our Lord Jesus Christ.

It should be "In the name of our Lord Jesus Christ."

It should be to "The Father."

It should be constant.

It should be for ALL THINGS.

For what to return thanks, we have many causes for thanksgiving, both national and individual. Each of us should go alone with God, and thank Him for both the material and spiritual blessing which we have received. May His blessing continue upon us through the coming year.

### EUTERPEAN CLUB ENTERTAINS GUESTS

By MRS. CHARLES RAGSDALE

The Euterpean club met in the home economics living room at the school house in Blackwell Thursday, with Mmes. Frank Youree and Charles Ragdale as hostesses. Mrs. Vernon Haggerton, vice president, welcomed the guests who were the women who teach in the Blackwell school and the

wives of the men teachers.

Mrs. Haggerton was leader for the program, "Our American Heritage." Mrs. P. G. Dabney gave a talk on the "Declaration of Independence" and Mrs. C. L. Bost spoke on "Primer for Americans." "God of the Nations" was sung by Mmes. Vernon Copeland, B. R. McCorley and Owen Colvin. The leader conducted a quiz, "Inside the White House."

A refreshment plate was served to the following guests: Misses Rita Branscum and Johnnie Broyles and Mmes. Rena Rendall, Marguerite Sparks, Carol Miller, W. V. Stephenson, M. B. Maxwell, Jessie Drake, C. E. Hyatt, and the following members: Mmes. C. L. Bost, Owen Colvin, Vernon Copeland, P. G. Dabney, Vernon Haggerton, Austin Jordan, B. R. McCorley, H. C. Raney, Roy Sanderson, W. C. Shamblin, C. B. Smith, Joe Smith, Sam Smith, W. W. Youngblood and the hostesses.

For Life, Hospitalization and Polio Insurance, See **B. D. SNEAD** At First National Bank

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**Announcing--**  
The Removal of

**Charles Watch Repair**

FROM THE BRONTE PHARMACY TO THE  
**CENTRAL DRUG**

We feel that by making this move we will be better able to serve you. We will have more room and will have things handier than in our old location. As always, we will try at all times to give you the very best in watch, clock and jewelry repair service. This service will continue to be inexpensive and prompt.

**CHARLES WATCH REPAIR**  
Located in Central Drug



**OUT OF THE ROUGH**—Bobby Jones, recuperating from a back injury, strolls over the lawn of his home in Atlanta, Ga. Known to millions as Mr. Golf, Jones headlined the tee pasture during the 1920's but has been suffering with a bad back for many years.

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Published Weekly by **BEN OGLESBY**



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**FOR ALL YOUR HOME & OFFICE NEEDS!**

We Now Have A  
Nice Line of Office  
Supplies — Reasonably Priced

Come In Before You Buy!

We Can Also Order  
Office Furniture,  
Adding Machines,  
Typewriters and  
Office Equipment  
For Prompt Delivery.

**PERSONAL STATIONERY**

**The Bronte Enterprise**

*All is Ready..*  
**FOR YOUR Thanksgiving DINNER**

DIAMOND <b>APPLE BUTTER</b>	28 OZ. <b>23c</b>	YOUR CHOICE <b>CAMPBELL'S SOUPS</b>	2 CANS <b>29c</b>	<b>FRESH FRUITS and VEGETABLES</b>	
KIMBELL'S <b>SWEET POTATOES</b>	NO. 2 1/2 CAN <b>23c</b>	DEL VALLE <b>VIENNA SAUSAGE</b>	2 CANS <b>25c</b>	<b>CARROTS</b>	BUNCH <b>5c</b>
HEART'S DELIGHT <b>PEACHES</b>	NO. 2 1/2 CAN <b>27c</b>	EATWELL <b>MACKEREL</b>	CAN <b>23c</b>	<b>CELERY</b>	STALK <b>15c</b>
DIAMOND <b>HOMINY</b>	2 NO. 300 CANS <b>18c</b>	SUGAR SUN SPUN	10 LBS. 3 NO. 300 CANS <b>89c</b>	<b>ONIONS</b>	YELLOW 2 LBS. <b>9c</b>
GOLD INN <b>GREEN BEANS</b>	2 CANS <b>25c</b>	<b>PORK &amp; BEANS</b>	<b>29c</b>	<b>BELL PEPPER</b>	LB. <b>15c</b>
VALLEY <b>TOMATOES &amp; Green Chilis</b>	2 NO. 303 CANS <b>25c</b>	IDAHO RUSSETTS, NO. 1 <b>SPUDS</b>	10 LBS. <b>33c</b>	<b>TEXAS ORANGES</b>	DOZ. <b>29c</b>
DEL HAVEN <b>Tomato Juice</b>	2 CANS <b>23c</b>	ADMIRATION <b>COFFEE</b>	LB. <b>81c</b>	<b>FRESH CRANBERRIES</b>	LB. CELLO BAG <b>19c</b>
DIAMOND <b>TOMATOES</b>	2 NO. 2 CANS <b>29c</b>	SWIFT'S <b>PEANUT BUTTER</b>	JAR <b>33c</b>	<b>Specials Good for Wednesday, Friday And Saturday</b>	
<b>MILK</b>	2 TALL CANS <b>25c</b>	<b>Cigarettes</b>	CARTON <b>\$1.79</b>		

MAY YOUR THANKSGIVING DAY BE A HAPPY ONE

Swift's Premium Cooked, Ready to Eat

<b>Picnic HAMS</b>	Lb.	<b>42c</b>
<b>PORK CHOPS</b>	Lb.	<b>45c</b>
HOME MADE <b>PORK SAUSAGE</b>	Lb.	<b>29c</b>
SWIFT'S SLICED <b>BACON</b>	Lb.	<b>43c</b>
All Sweet 1/4 Lb. Stix <b>MARGARINE</b>	Lb.	<b>29c</b>
Kraft American Sliced <b>CHEESE</b>	Lb.	<b>49c</b>
STEW MEAT	Lb.	<b>39c</b>
SWIFT'S TENDER GROWN <b>FRYERS</b>	Lb.	<b>47c</b>
7 BONE OR CHUCK <b>BEEF ROAST</b>	Lb.	<b>49c</b>
SWIFT'S PREMIUM <b>FRANKS</b> , All meat, skinless	Lb. CELLO PKG.	<b>49c</b>
FULLY COOKED <b>HAMS</b>	Lb.	<b>49c</b>

Brookfield Longhorn **CHEESE** Lb. **37c**  
Ballard **BISCUITS** 2 Cans **25c**  
Swift's Jewel **SHORTENING** 3 Lb. Tin **89c**

SHOP AND SAVE AT

**PRUITT'S STORE**

DON'T GO BY BRONTE COME BUY

**SHOWER HONOREE**

Mrs. James Holland of the Brookshire community was honored with a layette shower Wednesday afternoon in the home of Mrs. Willard Caudle. A pink and blue color scheme was carried out in the decorations. Games were played and the honoree was presented with gifts.

Cake squares and punch were served to Misses Verlin Oats and John Oats of San Angelo, James Arrott and Jack Corley of Tennyson, Annie Cauble of Big Spring, Willis Smith of Ballinger, Ellie Lee, Jodie Hedges, Jim Clark, Hurlen Lee, Dee Foster, Herbert Holland, James Lee, J. B. Arrott, Franklin Thomas, the honoree and the hostess.



**When the Snow Flies It's Too Late**

Rains and melting snow can be a problem if you have a leaky roof. You can protect the interior of your home if you act now. Ask us about roof repair costs.

**VERNON C. LAMMERS LUMBER CO.**

Phone 145

Night Phone 174

We Will Serve

**TURKEY DINNERS**

All Day

**THANKSGIVING**

Yes, we will be open all day Thanksgiving and will serve delicious turkey with all the trimmings. Come and eat with us. We know you'll enjoy it.

**City Cafe**

Sam and Lelia



**SPEECH STUMPS SMALL FRY**—When Sen. Scott Lucas, campaigning for reelection on the democratic ticket, spoke at Watska, Ill., one listener in the courthouse audience apparently had trouble following the theme of the senator's speech. And so the corduroy-clad youngster sauntered down the aisle to stand at the rail where he could pay closer attention.

**TENNYSON TOPICS**

By BILLIE TOUNGET

Mr. and Mrs. Red Little and daughter visited the Chester Derricks Sunday evening. Mrs. Jack Sharp, Margaret and Bill Martin visited them Sunday afternoon.

Mr. and Mrs. Clifford Hegaman and children of Bronte visited Mrs. Sudie Brown Sunday afternoon.

Mr. and Mrs. Raymond Cornelius and children, Mr. and Mrs. Melvin James and Melany Ray of San Angelo and Mr. and Mrs. Homer Cornelius were Sunday guests of the Bert Cornelius family.

Mr. and Mrs. John Tounget and Ocie Miles and Mr. and Mrs. B. F. Henry of Veribest visited the Zack Tounget family Sunday afternoon.

ALL KINDS OF **Electrical Wiring**

Satisfaction Guaranteed  
**C. L. Whigham**

Headquarters at Caperton Chevrolet Co. - Phone 54

Chester Derrick and children, Jack and Marvin Corley and children, Floyd Gibson, Grady Gaston and children, Homer Cornelius and Mrs. Addie Gaston and Sam Gaston.

Mrs. Claude Cotton of San Angelo spent Tuesday night with Mrs. Addie Gaston.

Betsy, Audrey and Neta Kay Roach of San Angelo spent the weekend in the Otto Finck home.

**HERE'S BLACKWELL**

By Mrs. Charles Ragsdale

Mr. and Mrs. T. A. Carlisle are visiting their son, T. G. Carlisle, and family in Yoacum.

Mr. and Mrs. W. V. Stephenson and children spent the weekend with relatives in Stanton.

Mr. and Mrs. Dan McDonald and children of Dallas spent the weekend with his mother, Mrs. D. T. McDonald, and his grandmother, Mrs. D. T. Hunt.

Melvin Bryant attended funeral services for his sister, Mrs. Emma Covington, at Ebenezer. Mrs. Covington is a former resident of Blackwell and is the sister of Everett and Ester Bryant of Blackwell.

Mr. and Mrs. Jodie Van Zandt have had as their guests her mother, Mrs. W. L. McCurdy, of Abilene and her sister and husband, Mr. and Mrs. Russell Wade, and son Odessa.

Mr. and Mrs. Russell Walls and children of San Angelo spent the weekend with their parents, Mr. and Mrs. B. N. Walls.

Mr. and Mrs. J. T. Sanderson have been visiting in Clovis, New Mexico.

For **DEPENDABLE INSURANCE** See **L. T. Youngblood** Bronte, Texas

**Harry J. Loveless, D. C.**

Chiropractor  
X-Ray

PHONE 9090  
504 Sharp Ave.

Hrs. 9-12; 1-5  
BALLINGER, TEXAS

**JOHN P. RILEY ATTENDING A&I**

Coke County is represented by one student at Texas A&I college this year, Registrar George McCulley has announced. He is John Paul Riley of Bronte.

A&I enrollment is 1876 this year, a decrease of about 200 from last year's peak. Particularly noticeable was the drop in veteran enrollment from 722 a year ago to 454 this semester.

**ALEXANDER'S CAFE**

In San Angelo Offers You Sea Food and Tasty Lunches STEAKS, MEXICAN FOOD  
Join Your Friends at **ALEXANDER'S** In Angelo, Concho & Chad.

We Wish To Greet All



Our Friends and Customers

at this season of

**THANKSGIVING**

We hope you have a most enjoyable and memorable day.

IT'S NOT TOO EARLY TO BEGIN

**LAYING AWAY CHRISTMAS GIFTS**

Shop now for your gifts while stocks are complete. We'll hold them for you till Christmas.

**Cumbie & Mackey**

(ONE ONLY) **SUGAR**  
10 LBS.  
**79c**

3 BOXES **JELLO** 23c

ANY BRAND L.B. CAN **COFFEE** 79c

OUR VALUE CUT 2 NO. 2'S **Green Beans** 27c

CARTON **Cigarettes** \$1.79

Old Bill Vienna 2 Cans **SAUSAGE** 23c

RED & WHITE 9 OZ. PKG. **Mince Meat** 18c

ANY BRAND 3 Lb. Ctn. **Shortening** 79c

**THANKSGIVING**



OUR VALUE 2 NO. 2 CANS **EARLY JUNE PEAS** 29c

OCEAN SPRAY 2 CANS **Cranberry Sauce** 29c

RED & WHITE—None Better 46 OZ. **GRAPEFRUIT JUICE** 29c

2 LBS. **Pinto Beans** 19c

6 OZ. PKG. **HERSHEY KISSES** 25c

2 NO. 303 CANS **RED & WHITE PUMPKIN** 25c

NO. 2 CAN **R. S. P. CHERRIES** 19c

NO. 2 CAN **WHITE HOUSE SLICED PIE APPLES** 23c

2 NO. 2 CANS **DIAMOND BRAND TOMATOES** 25c

CAN **DIXIE LUCK GRATED Tuna** 29c

25 LBS. **RED & WHITE FLOUR** \$1.69

MKS 1 QT. **FROZEN CONCENTRATED ORANGE JUICE** 29c

**Specials Good Wednesday, Friday and Saturday**

2 NO. 303 CANS **RED & WHITE PUMPKIN** 25c

NO. 2 CAN **R. S. P. CHERRIES** 19c

NO. 2 CAN **WHITE HOUSE SLICED PIE APPLES** 23c

2 NO. 2 CANS **DIAMOND BRAND TOMATOES** 25c

CAN **DIXIE LUCK GRATED Tuna** 29c

25 LBS. **RED & WHITE FLOUR** \$1.69

MKS 1 QT. **FROZEN CONCENTRATED ORANGE JUICE** 29c

**MARKET SPECIALS**

READY TO EAT L.B. **PICNIC HAMS** 44c

L.B. **SLICED BACON** 36c

Lb. **FRYERS** 49c

L.B. **FRESH PORK CHOPS** 45c

2 L.B. ROLL **SAUSAGE** 79c

Lb. **CHUCK ROAST** 55c

L.B. **HORMEL SLICED BACON** 44c

L.B. **ALLSWEET OLEO** 29c

14 OZ. JAR **PICKLED PIGS FEET** 29c

**Fresh Home Dressed Hens**

**Fresh Fruits & Vegetables**

FRESH L.B. CELLO BAG **Cranberries** 19c

NICE L.B. **BANANAS** 9c

Washington Delicious Lb. **Apples** 10c

L.B. **YAMS** 5c

2 LBS. **YELLOW ONIONS** 9c

STALK **Celery** 15c

FRESH EACH **Cocoanuts** 19c

L.B. **CABBAGE** 4c

**TIDE Lge. Box 18c**

**SIMS Food Store**

ONE STOP FOOD CENTER — FOLLOW THE CROWD TO —



# Let Us Give Thanks

Thanksgiving Day may be thought of as an outstanding symbol of our American way of life. Down through the years it has helped keep us aware of the fact that the freedoms we enjoy have made ours the greatest nation on earth.

We, as Americans, have much to be thankful for. Our blessings are so many because, as a nation, we realize that faith in our God is the salvation of mankind. Today, there is a struggle between those who believe in Him and those who believe that the state is supreme. If all nations and peoples of the world would bow down on this Thanksgiving Day, and ask

for His guidance, we would all live in peace and harmony without fear of oppression and conflict.

Yes, here in America we are richly blessed. Let us never take these blessings for granted — let us forever keep the faith of our fathers. On this Thanksgiving Day let us join as one in giving humble thanks for the abundance that surrounds us, and ask for His continued blessing on our country and our community. May we forever be aware that His way — the right way — will bring goodwill on earth.

Grateful That We Are Privileged to Live, Work, and Raise Our Families in This Fine Area, We, the Firms and Individuals Listed Below, Wish to Express the Above Thoughts at Thanksgiving

Clift Funeral Home

Acme Plumbing Co.  
Ballinger

Paul Good

Jeff Dean

Karen-Gayl Hospital

Kemp's

Keeney Variety Store

Bronte Pharmacy

Cactus Cafe  
(Closed Thanksgiving)

Humble Service Station

WE WISH FOR ALL OUR  
FRIENDS A MOST  
HAPPY DAY

Caperton Chevrolet Co.

White Auto Store

Bronte Cafe  
(Closed Thanksgiving)

Bronte Service Station

Bon Spoonts  
Wholesale & Retail Cosden Products

The Bronte Enterprise

# Want Ads

**BABY CHICKS**  
BABY CHICKS and Started Chicks. FEEDER SUPPLY, 14th and N. Chadbourne, San Angelo. 38-tfc

WHY NOT let us buy your feed sacks. FEEDER SUPPLY 14th and N. Chadbourne San Angelo.

FOR SALE or will trade for livestock: WC Allis-Chalmers tractor and equipment. R. L. Bennett. 45-tfc

FOR SALE—Two used WC and one used C tractor (Allis-Chalmers.) New Schafer breaking plow. See them at Bronte Tractor Co. 44-tfc

FOR SALE: Best stock farm in Coke County. 500 acres, 190 cultivated, good grass, highly improved, REA. Six miles southeast of Robert Lee. 75. Claude Anderson. Five miles east Veribest, Texas. Route 2, Miles, Texas. 47-4tp

FOR SALE—6, 8 and 10 foot Aeromotor double-g geared windmills and towers. LEEFER SUPPLY CO. Robert Lee.

ROYALTIES — Do you have them? Will you sell them? If so list them with me. TAYLOR EMERSON, Registered Dealer. Phone 111 or 7504. Box 178, Bronte.

SOME OF THEM are high and some of them are inexpensive, but they are all pretty. Personalized Christmas cards at The Enterprise office. Get your order in early!

FOR SALE — 1938 Pontiac, rebuilt motor, and in A-1 condition. This car has a lot of service in it. Will sell at reasonable price. HOME MOTOR CO. 39-tfc

FOR SALE — or trade — Duck Pin alleys four lanes and a11 equipment. See me at once. T. F. Sims, Jr.

STILL SOME boots, gloves and handbags for sale. Put your order in now for Christmas leather goods. Stanley's Boot and Shoe Shop. 46-2

WRECKER SERVICE: Day a and night. Day phone 10. Night phone 2. HOME MOTOR COMPANY.

FOR SALE: Seiger Kerosene heater. White porcelain cabinet. Good condition. Will heat large room. Good price! Inquire at BRONTE ENTERPRISE office. 4-tfc

FOR SALE — Old style gas range. Cheap. Home Motor Company. 41-tfc

## TEXAS THEATRE

BRONTE, TEXAS

"Motion Pictures Are Your Finest Entertainment"

FRIDAY AND SATURDAY, NOVEMBER 24 & 25  
Eddy Arnold, Carolina Cotton (The gal you saw on our stage) in "HOEDOWN"  
Also Cartoon and News

SUNDAY & MONDAY, NOV. 26 & 27, Sun. Matinee 1:30 & 3:10  
Hassland Russell and Robert Cummings in "TELL IT TO THE JUDGE"  
Also Cartoon

TUESDAY & WEDNESDAY, NOVEMBER 28 & 29  
George Murphy, Ricardo Montalban, Howard DaSilva in MGM's "BORDER INCIDENT"  
Plus Cartoon

"MOVIES ARE BETTER THAN EVER"

### IS YOUR CAR — A SAFE CAR TO DRIVE? MANY ARE NOT

It's the little things not taken care of in time that cause trouble, many times an accident, sometimes death. More than 100 persons, young and old, will die tomorrow needlessly, many of them because of unsafe cars.

Let us make sure your car is safe to drive—It may save a life—your life.

We Service All Makes

## HOME MOTOR COMPANY

### Change in Date Of Thanksgiving Is Regrettable

By REV. V. D. PRICE

As we come to, I think, the 329th celebration of Thanksgiving, it would be utterly impossible for any of us to estimate the blessings of having such a day in our nation through all these years from her infancy.

It is to be regretted that men in our generation have attempted to change the time honored, and all but sacred, traditional date set by our pioneer fathers for this special season of thanksgiving. And the resultant confusion as to "which Thursday to celebrate" may be only a tell-tale sign of other existing "confusion," resulting from our departure from their simple, yet notable, life of faith—faith in God, in democracy, in fellow men.

Do we not have cause to remember those blessing which are peculiarly ours as Americans and especially as Christian Americans this? May we take stock of our possessions, count our many privileges, recognize our victories and "thank God and take courage."

TRY A WANT AD



**FIGHTER FAKES PAL'S POUNDAGE** — There's no telling whether Battling Barney, right, really weighs 6½ pounds, as advertised, for his bewhiskered and striped sparring partner, Worcestershire Wally, seems to have a couple of thumbs on the scale. The cub fighters were born in a London zoo and Barney appears to have already gotten himself on the front page of a newspaper.

Rev. J. E. Fuller left Tuesday for East Texas where he will spend the Thanksgiving holiday with a sister in Nacogdoches. He plans to return Friday.

**CARD OF THANKS**  
I want to thank everybody for the gifts, flowers, and cards sent me while I was in the hospital.  
Mrs. George Wrinkle.

It's a BEAUTY! It's a BARGAIN!

your new 1950

# Magic Chef

GAS RANGE

**LOWEST PRICE IN HISTORY**  
for a guaranteed Magic Chef with so many cooking features!

**NEW BURNERS**—Fast, instantly adjustable for all cooking jobs, all utensils. Whole unit lifts out for easy cleaning at sink. Guaranteed for life of range.

**FAMOUS RED WHEEL**—Only Magic Chef gives you the Red Wheel Regulator. It holds oven at exact temperature you want, assures perfect baking and roasting results.

**SWING OUT BROILER**—Simple to use. Smokeless. Lifts out for easy cleaning. Thrifty; uses same burner as oven. Toe control lets you peek without stooping.

**STAYS BEAUTIFUL**—Smooth contours, one-piece top mean easy cleaning. Acid-resistant enamel all over, not just on top, stays white. Bright metal parts stay bright.

## Butane Service Co.

Your Licensed and Insured Dealer

Bronte 123 PHONES Robert Lee 92

MORE WOMEN COOK ONE Magic Chef THAN ON ANY OTHER RANGE!

## Turkey Day FOOD Specials

To all our friends and customers, we hope you have a safe and happy Thanksgiving.

These Specials Good Wednesday, Friday, & Saturday

HUNT'S TENDER GROWN 2 No. 300 Cans	BAKER'S SOUTHERN STYLE 4 OZ.
PEAS 33c	COCOANUT 17c
HUNT'S WHOLE 2 NO. 300 CANS	IGA 5 LBS.
POTATOES 19c	FLOUR 39c
CAMPBELL'S 2 NO. 300 CANS	EAGLE BRAND 15 OZ.
Tomato Juice 19c	MILK 26c
BAKERITE PASTRY 2 NO. 2 CANS	ASSORTED FLAVORS 3 BOXES
PEACHES 41c	My-T-Fine Dessert 23c
IGA FRESH 2 NO. 300 CANS	Hershey's Kisses 23c
BLACKEYES 25c	7 OZ.
COMSTOCK NO. 2 CAN	OCEAN SPRAY, Whole or Jelly No. 300 Can
APPLES 21c	Cranberry Sauce 15c
HUNT'S NO. 2½ CAN	MRS. BAIRD'S 1GE. LOAF
FRUIT COCKTAIL 39c	BREAD 17c
HAASE'S NO. 5	BAKER'S RED DOT 8 OZ.
STUFFED OLIVES 31c	CHOCOLATE 35c
NONE SUCH 9 OZ.	
MINCE MEAT 21c	

Fruits & Vegetables	Meat Specials
CELERY STALK 15c	FULLY DRESSED TURKEYS LB. 53c
FRESH CRANBERRIES LB. 19c	FRESH COUNTRY NO. 1 EGGS DOZ. 45c
LETTUCE HEAD 10c	HOMOGENIZED MILK QT. 19c
GRAPES 2 LBS. 25c	Swift's Premium (Fri. & Sat. Only) Lb. FRYERS 49c

We Reserve the Right to Limit Quantities on Any Item

# BRONTE ICE CO.

## This Winter

WINTER can upset the performance of your car. Chilling blasts can slow your starts... cut down your power. Corrosive combustion acids—increased by cold-weather driving—cause extra engine wear and so reduce gasoline mileage.

Now... at last... you can cushion your engine against winter wear... by protecting it with the winter grade of new Conoco Super Motor Oil.

get **Super Protection!**

CHANGE NOW to new Conoco Super Motor Oil... proved by two winters' testing in the sub-zero cold of the Colorado and Montana mountains... to be the great new winter wear-fighter! Conoco Super Motor Oil safely gathers up acids and harmful moisture... flushes them out of your engine when you drain! New Conoco Super OIL-PLATES your engine... fights winter-rust, inhibits corrosion, reduces sludge!

Get flying starts... fast pickup... full power! Keep that new-car gasoline mileage! Drain and refill with the winter grade of new Conoco Super Motor Oil... at Your Mileage Merchant's... right away!

Ask Your Mileage Merchant About: "50,000 Miles No Wear!"

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75th ANNIVERSARY 1875 - 1950